

What is claimed is:

1. A method for providing on-demand media with supplemental content in an interactive television application, comprising:

receiving a request for on-demand media from a user;

retrieving supplemental content related to the on-demand media with the interactive television application;

providing the on-demand media in response to the request; and

providing supplemental content to the user while the user is viewing the on-demand media.

2. The method defined in claim 1 wherein the on-demand media is audio-on-demand media, video-on-demand media, electronic publications, software applications, or third-party applications.

3. The method defined in claim 1 further comprising indicating the availability of supplemental content to the user.

4. The method defined in claim 1 further comprising providing a visual indicator of the availability of supplemental content.

5. The method defined in claim 4 wherein the visual indicator is selected from the group consisting of text, graphics, audio, video, and animation.

6. The method defined in claim 1 further comprising receiving a request for supplemental content from the user.

7. The method defined in claim 1 wherein providing the supplemental content comprises providing supplemental content concurrently with the on-demand media.

8. The method defined in claim 1 wherein providing the supplemental content further comprises providing supplemental content separately from the on-demand media.

9. The method defined in claim 1 wherein retrieving supplemental content further comprises retrieving supplemental content prior to viewing the on-demand media.

10. The method defined in claim 1 wherein retrieving supplemental content further comprises retrieving supplemental content prior to viewing the on-demand media using a carousel approach.

11. The method defined in claim 1 wherein retrieving supplemental content further comprises storing supplemental content.

12. The method defined in claim 1 wherein retrieving supplemental content further comprises locally caching the supplemental content associated with the on-demand media.

13. The method defined in claim 1 wherein the supplemental content is synchronous metadata.

14. The method defined in claim 1 further comprising:

providing the user with at least one option related to supplemental content; and
receiving an indication of the at least one option from the user.

15. The method defined in claim 1 wherein providing the supplemental content further comprises providing an actor interview of an actor in the on-demand media.

16. The method defined in claim 1 wherein providing the supplemental content further comprises providing an actor interview related to an actor the user is currently watching.

17. The method defined in claim 1 wherein providing the supplemental content further comprises providing information related to an actor the user is currently watching.

18. The method defined in claim 1 wherein providing the supplemental content further comprises providing interactive media related to the on-demand media.

19. The method defined in claim 18 wherein the interactive media is a survey.

20. The method defined in claim 18 wherein the interactive media is an interactive game.

21. The method defined in claim 1 wherein providing the supplemental content further comprises providing information related an audio portion of the on-demand media.

22. The method defined in claim 21 wherein providing information further comprises providing links related to the audio portion of the on-demand media.

23. The method defined in claim 1 wherein providing the supplemental content further comprises providing links to supplemental content related to the on-demand media.

24. The method defined in claim 1 wherein providing the on-demand media in response to the request further comprises:

providing the user with at least one option related to the on-demand media; and

receiving an indication of the at least one option from the user.

25. The method defined in claim 1 wherein providing supplemental content to the user while the user is viewing the on-demand media further comprises providing supplemental content to the user in response to receiving a request from the user.

26. A system for providing on-demand media with supplemental content in an interactive television application, comprising:

means for receiving a request for on-demand media from a user;

means for retrieving supplemental content related to the on-demand media with the interactive television application;

means for providing the on-demand media in response to the request; and

means for providing supplemental content to the user while the user is viewing the on-demand media.

27. The system defined in claim 26 wherein the on-demand media is audio-on-demand media, video-on-demand media, electronic publications, software applications, or third-party applications.

28. The system defined in claim 26 further comprising means for indicating the availability of supplemental content to the user.

29. The system defined in claim 26 further comprising means for providing a visual indicator of the availability of supplemental content.

30. The system defined in claim 29 wherein the visual indicator is selected from the group consisting of text, graphics, audio, video, and animation.

31. The system defined in claim 26 further comprising means for receiving a request for supplemental content from the user.

32. The system defined in claim 26 wherein the means for providing the supplemental content comprises means for providing supplemental content concurrently with the on-demand media.

33. The system defined in claim 26 wherein the means for providing the supplemental content further comprises means for providing supplemental content separately from the on-demand media.

34. The system defined in claim 26 wherein the means for retrieving supplemental content further comprises means for retrieving supplemental content prior to viewing the on-demand media.

35. The system defined in claim 26 wherein the means for retrieving supplemental content further comprises means for retrieving supplemental content prior to viewing the on-demand media using a carousel approach.

36. The system defined in claim 26 wherein the means for retrieving supplemental content further comprises means for storing supplemental content.

37. The system defined in claim 26 wherein the means for retrieving supplemental content further comprises means for locally caching the supplemental content associated with the on-demand media.

38. The system defined in claim 26 wherein the supplemental content is synchronous metadata.

39. The system defined in claim 26 further comprising:

means for providing the user with at least one option related to supplemental content; and
means for receiving an indication of the at least one option from the user.

40. The system defined in claim 26 wherein the means for providing the supplemental content further comprises means for providing an actor interview of an actor in the on-demand media.

41. The system defined in claim 26 wherein the means for providing the supplemental content further comprises means for providing an actor interview related to an actor the user is currently watching.

42. The system defined in claim 26 wherein the means for providing the supplemental content further comprises means for providing information related to an actor the user is currently watching.

43. The system defined in claim 26 wherein the means for providing the supplemental content further comprises means for providing interactive media related to the on-demand media.

44. The system defined in claim 43 wherein the interactive media is a survey.

45. The system defined in claim 43 wherein the interactive media is an interactive game.

46. The system defined in claim 26 wherein the means for providing the supplemental content further comprises means for providing information related an audio portion of the on-demand media.

47. The system defined in claim 46 wherein the means for providing information further comprises means for providing links related to the audio portion of the on-demand media.

48. The system defined in claim 26 wherein the means for providing the supplemental content further comprises means for providing links to supplemental content related to the on-demand media.

49. The system defined in claim 26 wherein the means for providing the on-demand media in response to the request further comprises:

means for providing the user with at least one option related to the on-demand media; and
means for receiving an indication of the at least one option from the user.

50. The system defined in claim 26 wherein the means for providing supplemental content to the user while the user is viewing the on-demand media further comprises means for providing supplemental content to the user in response to receiving a request from the user.

51. A system for providing on-demand media with supplemental content in an interactive television application, comprising:

 a user input device;
 a display device;
 the interactive television application implemented at least partially on control circuitry and programmed to:

 receive a request for on-demand media from a user;

 retrieve supplemental content related to the on-demand media with the interactive television application;

 provide the on-demand media in response to the request; and

 provide supplemental content to the user while the user is viewing the on-demand media.

52. The system defined in claim 51 wherein the on-demand media is audio-on-demand media, video-on-demand media, electronic publications, software applications, or third-party applications.

53. The system defined in claim 51 wherein the interactive television application is further programmed to indicate the availability of supplemental content to the user.

54. The system defined in claim 51 wherein the interactive television application is further programmed to provide a visual indicator of the availability of supplemental content.

55. The system defined in claim 54 wherein the visual indicator is selected from the group consisting of text, graphics, audio, video, and animation.

56. The system defined in claim 51 wherein the interactive television application is further programmed to receive a request for supplemental content from the user.

57. The system defined in claim 51 wherein the interactive television application is further programmed to provide supplemental content concurrently with the on-demand media.

58. The system defined in claim 51 wherein the interactive television application is further programmed to provide supplemental content separately from the on-demand media.

59. The system defined in claim 51 wherein the interactive television application is further programmed to retrieve supplemental content prior to viewing the on-demand media.

60. The system defined in claim 51 wherein the interactive television application is further programmed to retrieve supplemental content prior to viewing the on-demand media using a carousel approach.

61. The system defined in claim 51 wherein the interactive television application is further programmed to store supplemental content.

62. The system defined in claim 51 wherein the interactive television application is further programmed to locally cache the supplemental content associated with the on-demand media.

63. The system defined in claim 51 wherein the supplemental content is synchronous metadata.

64. The system defined in claim 51 wherein the interactive television application is further programmed to:

provide the user with at least one option related to supplemental content; and

receive an indication of the at least one option from the user.

65. The system defined in claim 51 wherein the interactive television application is further programmed to provide an actor interview of an actor in the on-demand media.

66. The system defined in claim 51 wherein the interactive television application is further programmed to provide an actor interview related to an actor the user is currently watching.

67. The system defined in claim 51 wherein the interactive television application is further programmed to provide information related to an actor the user is currently watching.

68. The system defined in claim 51 wherein the interactive television application is further programmed to provide interactive media related to the on-demand media.

69. The system defined in claim 68 wherein the interactive media is a survey.

70. The system defined in claim 68 wherein the interactive media is an interactive game.

71. The system defined in claim 51 wherein the interactive television application is further programmed to provide information related to an audio portion of the on-demand media.

72. The system defined in claim 51 wherein the interactive television application is further programmed to provide links related to the audio portion of the on-demand media.

73. The system defined in claim 51 wherein the interactive television application is further programmed to provide links to supplemental content related to the on-demand media.

74. The system defined in claim 51 wherein the interactive television application is further programmed to:

provide the user with at least one option related to the on-demand media; and

receive an indication of the at least one option from the user.

75. The system defined in claim 51 wherein the interactive television application is further programmed to provide supplemental content to the user in response to receiving a request from the user.

76. A processor readable medium encoded with machine-readable instructions for providing on-demand media with supplemental content in an interactive television application, the machine-readable instructions comprising:

receiving a request for on-demand media from a user;

retrieving supplemental content related to the on-demand media with the interactive television application;

providing the on-demand media in response to the request; and

providing supplemental content to the user while the user is viewing the on-demand media.

77. The processor readable medium defined in claim 76 wherein the on-demand media is audio-on-demand media, video-on-demand media, electronic publications, software applications, or third-party applications.

78. The processor readable medium defined in claim 76 wherein the machine-readable instructions also indicate the availability of supplemental content to the user.

79. The processor readable medium defined in claim 76 wherein the machine-readable instructions also provide a visual indicator of the availability of supplemental content.

80. The processor readable medium defined in claim 79 wherein the visual indicator is selected from the group consisting of text, graphics, audio, video, and animation.

81. The processor readable medium defined in claim 76 wherein the machine-readable instructions also receive a request for supplemental content from the user.

82. The processor readable medium defined in claim 76 wherein the machine-readable instructions also provide supplemental content concurrently with the on-demand media.

83. The processor readable medium defined in claim 76 wherein the machine-readable instructions also provide supplemental content separately from the on-demand media.

84. The processor readable medium defined in claim 76 wherein the machine-readable instructions also retrieve supplemental content prior to viewing the on-demand media.

85. The processor readable medium defined in claim 76 wherein the machine-readable instructions also retrieve supplemental content prior to viewing the on-demand media using a carousel approach.

86. The processor readable medium defined in claim 76 wherein the machine-readable instructions also store supplemental content.

87. The processor readable medium defined in claim 76 wherein the machine-readable instructions also locally cache the supplemental content associated with the on-demand media.

88. The processor readable medium defined in claim 76 wherein the supplemental content is synchronous metadata.

89. The processor readable medium defined in claim 76 wherein the machine-readable instructions also:

provide the user with at least one option related to supplemental content; and

receive an indication of the at least one option from the user.

90. The processor readable medium defined in claim 76 wherein the machine-readable instructions also provide an actor interview of an actor in the on-demand media.

91. The processor readable medium defined in claim 76 wherein the machine-readable instructions also provide an actor interview related to an actor the user is currently watching.

92. The processor readable medium defined in claim 76 wherein the machine-readable instructions also provide information related to an actor the user is currently watching.

93. The processor readable medium defined in claim 76 wherein the machine-readable instructions also provide interactive media related to the on-demand media.

94. The processor readable medium defined in claim 76 wherein the interactive media is a survey.

95. The processor readable medium defined in claim 94 wherein the interactive media is an interactive game.

96. The processor readable medium defined in claim 76 wherein the machine-readable instructions also provide information related an audio portion of the on-demand media.

97. The processor readable medium defined in claim 76 wherein the machine-readable instructions also provide links related to the audio portion of the on-demand media.

98. The processor readable medium defined in claim 76 wherein the machine-readable instructions also provide links to supplemental content related to the on-demand media.

99. The processor readable medium defined in claim 76 wherein the machine-readable instructions also:

provide the user with at least one option related to the on-demand media; and

receive an indication of the at least one option from the user.

100. The processor readable medium defined in claim 76 wherein the machine-readable instructions also provide supplemental content to the user in response to receiving a request from the user.